

## CLAIMS

1. A device that interfaces with a remote network, the device comprised of:  
a media reader;  
an application configured to control playback of content from a medium when inserted in the media reader, the application configured to play back content from the medium based upon control commands including advertising that is received from a service via the remote network.
2. The device of Claim 1, wherein the media reader is one selected from the group of optical disc drive, magnetic disc drive, and a flash memory card interface.
3. The device of Claim 1, wherein the device is a portable wireless device that receives control commands from the service via a wireless coupling.
4. The device of Claim 1, wherein the received control commands control at least one of the selection and order of content played back by the application.
5. The device of Claim 1, wherein playback of a received advertisement is required prior to playback of content from the medium.
6. The device of Claim 1, wherein selection of portions of content for playback is selectable by a user, the application configured to monitor content selection and to transmit indicia of content selection to the remote network.
7. The device of Claim 1, wherein selection of portions of content for playback is controllable by the application, the application configured to monitor indicia of user preferences with regard to currently playing content and to transmit indicia to the remote network.
8. The device of Claim 7, wherein the indicia includes at least one of a level of content playback and a user provided indicia.

9. The device of Claim 1, wherein the application is configured to play back portions of content only up to a predetermined number of times.
10. The device of Claim 1, wherein the advertisements are configured to only enable playback of content for a predetermined time period.
11. The device of Claim 10, wherein selection of portions of content for playback is selectable by a user, the application configured to monitor content selection and to transmit indicia of content selection to the remote network.
12. The device of Claim 11, wherein the advertisements are played back in between the content selected for playback.
13. A program stored on a machine readable medium, the program being configured to control playback of content from a medium based upon advertising content that is received from a remote device.
14. The program of Claim 13, wherein the content from the medium is at least one of audio content and video content.
15. The program of Claim 13, wherein program is configured to control at least one of the selection and order of content played back from the medium in response to the advertising content.
16. The program of Claim 15, wherein playback of a received advertisement is required prior to playback of content from the medium.
17. The program of Claim 13, wherein the program enables selection of portions of content for playback by a user, the program configured to monitor content selection and to transmit indicia of content selection to the remote device.
18. The program of Claim 13, wherein program controls selection of portions of content for playback, the program configured to monitor indicia of user preferences with

regard to currently playing content and to transmit indicia to the remote device.

19. The program of Claim 13, wherein the program is configured to play back portions of content only up to a predetermined number of times.

20. The program of Claim 13, wherein selection of portions of content for playback is selectable by a user, the program configured to monitor content selection and to transmit indicia of content selection to the remote device.